

Learning Materials Development Plan, 1981

Introduction

The purpose of the Learning Materials Development Plan is to encourage the development and production of Canadian learning materials. It is designed primarily to meet needs for learning materials that might not otherwise be met because of prevailing market conditions.

The term *learning materials* means any materials designed to facilitate learning, including books (whether textbooks or books of a more general nature – workbooks are excluded) and non-print materials. Such materials must be intended primarily for the use of students, except in the case of materials for special education.

While this plan provides assistance for learning materials for English-speaking students, namely, English-language materials and materials for learning French as a second language, the French-Language Fund provides assistance for learning materials for French-speaking students. Its co-ordinator is located

at the same address as the co-ordinator for the Learning Materials Development Plan.

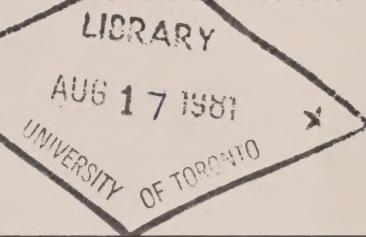
Le Learning Materials Development Plan aide à la production de matériel didactique destiné aux élèves anglophones, c'est-à-dire le matériel didactique en anglais et le matériel didactique de français langue seconde. Le Fonds de matériel de langue française, pour sa part, aide à la production de matériel didactique destiné aux élèves francophones. L'adresse du coordonnateur du Fonds de matériel de langue française est la même que celle du coordonnateur du *Learning Materials Development Plan*.

The following general rules apply to all learning materials proposed for development under the Learning Materials Development Plan:

- Proposals should respond to one or more of the educational priorities described in the next section.

- The learning materials to be developed must be free from bias (especially racial, religious, sex, and age bias).
- To be eligible for funding, a project must involve Canadian authorship and, where appropriate, manufacture.
- SI units of measure (le Système international d'unités) must be used wherever appropriate.
- Funds made available under this plan may not be applied towards the purchase of major items of equipment.

The plan operates in three modes: one for publishers and producers, one for non-profit organizations, and one for individuals. Each mode has a different set of rules regarding application procedures, which are outlined below.



Priorities

Preference will be given to proposals that respond to one or more of the following provincial priorities:

A. Student Learning Materials in French for Learning French as a Second Language

Approximately one-third of available funds will be allocated for the development and production of print and non-print learning materials for the following provincial priorities. The priorities are *not* listed in order of importance.

1. *Core French programs*: print and non-print materials that will lead to active language use and will extend students' knowledge of French-Canadian culture, particularly in Ontario, and with an emphasis on the similarities and differences between the cultures of French-speaking and English-speaking Canadians. (P,J,I,S)

2. *Immersion French programs*: texts and complementary print and non-print materials to serve as a basis for courses in French and in subjects other than French, when these are taught to English-speaking students in French immersion programs. (J,I)

3. *Extended French programs*: texts to serve as a basis for courses in subjects other than French, when these are taught to English-speaking students in the French language. Such texts would use a controlled level of French appropriate to the competence of the intended student population (J,I,S). Where feasible, the texts should be composed in such a fashion that some parts could be used within a core French program.

B. Student Learning Materials in the English Language

Approximately two-thirds of available funds will be allocated for the development and production of print and non-print materials for the following provincial priorities. The priorities are *not* listed in order of importance.

1. Print and non-print materials on career-related themes, such as career awareness, self-evaluation skills, career decision-making skills, the employment world, and work-effectiveness skills. (I,S)
2. Print and non-print multicultural materials that are interdisciplinary and cross-cultural and that include minority group studies. (P,J,I)
3. Print and non-print materials on human rights and race relations within the Canadian context. (P,J,I,S)

4. Print and non-print materials in health education, including drug education, moral and values education, life skills, and family studies. (P,J,I)
5. English as a second language/dialect print materials that include activities/strategies to promote language development and fluency (P,J,I,S); print and non-print ESL materials, including assessment materials, for Native students (P,J,I,S); print materials in a Native language, designed specifically for

- Native language arts programs (P).
6. Microcomputer materials that will support the curriculum in any subject at any grade level and for the full range of learning abilities of students. (P,J,I,S)
7. Print materials for students in basic and modified programs, particularly for those subjects prescribed in *Circular H.S.1.* (I,S)
8. Print and non-print materials for use by exceptional pupils (including the gifted, the physically handi-

capped, and the learning-disabled) and print and non-print materials that describe and demonstrate methods that will assist teachers in providing appropriate instruction for these pupils. (P,J,I,S)

Legend

P – Primary Division
J – Junior Division
I – Intermediate Division
S – Senior Division

Mode 1: Publishers and Producers

This mode is open to publishers and producers of learning materials. Companies that have been incorporated for less than three years must submit a brief outline of their activities and scale of operation, in addition to the information specified below under "Application Procedures".

A company may also be asked to submit samples of recent work in support of its application. Where it is feasible to do so, priority will be given to companies operating in Ontario.

All applications under this mode must involve the publication or production of learning materials; funding will not be available for projects involving development only.

A publisher or producer of learning materials may apply for assistance for the development, production, and publication of learning materials or only for the production and publication of materials if their development has been completed.

Rights to the materials produced will be negotiated by the publisher/producer and the author; the

Ministry will have no direct involvement in matters of copyright.

Financial Considerations

The Ministry will fund part of the development and production costs; the publisher or producer is expected to provide some of the funds required for the project. The proportion of the costs to be borne by each of the two parties will depend on such factors as the nature of the project, the potential market, and overall costs.

The budget should include the following: the complete development and production costs of the project; a statement of the funds required from the Ministry, including a detailed breakdown of anticipated expenditures and income; and the proposed price of the learning materials, which is to remain constant for one year after production.

Among the costs that may be included in a proposal under this mode are the following: secretarial services and editing; physical materials; duplication and rough artwork for field-testing purposes; production artwork; permissions;

typesetting; paper, printing, and binding; distribution. Similar expenses may be included for the production of non-print materials. Where travel and living expenses will be incurred, these are to be specified in the budget. The anticipated size of the production run should also be stated, as well as the rationale for the run.

Normal company policy should be applied in calculating the percentage of overhead operating expenses, the payment of royalties, the period in which the initial outlay is to be recovered, and so on. In special circumstances, a project may require the engagement of an author on a salary rather than on a royalty basis. In such cases, the materials should be produced with reduced royalties so that costs are kept as low as possible.

Upon completion of the project, the Ministry of Education shall receive three copies of the finished publication in the case of print materials and/or one sample of the finished product in the case of non-print materials. The proposed budget should reflect this requirement.

Mode 2: Non-Profit Organizations

The Ministry will consider applications from non-profit organizations for the development of learning materials of province-wide applicability only. Projects proposing the development of materials for local courses of study for the use of teachers are not eligible.

Only in special circumstances, where production is normally a part of the activity of the organization, will consideration be given to

the production of materials under this mode.

By *non-profit organization* is meant one of the following: a school board; a teacher-education institution; a teacher association; an incorporated non-profit organization that carries on educational activities as a normal part of its operation.

A project proposed for funding must reflect the priorities of the

organization as a *whole* rather than of individuals within it, and the application must be supported by a formal statement such as a resolution of the school board or other governing body to the effect that the project actually has this support.

The finished product under this mode will be an acceptable manuscript in the case of print materials;

in the case of non-print materials, the project will have reached a stage at which planning and design decisions have been taken, but no commitment to major production costs has been made.

Once the development stage of the project has been successfully completed, the Ministry, where appropriate and after consultation with the applicant, may inform potential publishers and producers of the availability of the materials for production and distribution.

Copyright will be held by the applicant.

Financial Considerations

The budget should include the costs of the project and a statement of the funds required from the Ministry. Among the costs that may be included in a proposal under this mode are the following: secretarial services and editing; physical materials; duplication and rough artwork for field-testing purposes; honorarium or salary to writers. (Note: The maximum per diem allowance is not to exceed \$85.) "Finished" artwork (of production standard) may not be included under this mode unless such art-

work is central to the project. Where travel and living expenses will be incurred, these are to be specified in the budget.

Upon completion of the project, the Ministry of Education shall receive three copies of the completed manuscript in the case of print materials and/or one sample of the developed product in the case of non-print materials. The proposed budget should reflect this requirement.

Mode 3: Individuals

Individuals (or groups of individuals) operating independently of an organization may apply for assistance only for the *development of learning materials of province-wide applicability*. Projects proposing the development of materials for local courses of study for the use of teachers will not be considered eligible.

The finished product under this mode will be an acceptable manuscript in the case of print materials; in the case of non-print materials, the project will have reached a stage at which planning and design decisions have been taken, but no commitment to major production costs has been made.

Once the developmental stage of the project has been successfully completed, the Ministry, where appropriate and after consultation with the applicant, may inform potential publishers and producers of the availability of the materials for production and distribution.

Copyright will be held by the author.

Financial Considerations

The budget should include the development costs of the project and a statement of the funds required from the Ministry. Among the costs that may be included in a proposal under this mode are the following: secretarial services and editing; physical materials; duplication and rough artwork for field-

testing purposes. "Finished" artwork (of production standard) may not be included under this mode unless such artwork is central to the project.

An honorarium or salary for those involved in the development of the materials is *not* permitted under this mode. Where travel and living expenses will be incurred, these are to be specified in the budget.

Upon completion of the project, the Ministry of Education shall receive three copies of the completed manuscript in the case of print materials and/or one copy of the design plans in the case of non-print materials. The proposed budget should reflect this requirement.

Application Procedures for All Modes

A separate application must be submitted for each project by *September 15, 1981*. Applications should each be made in *14 copies* and addressed to:

Co-ordinator
Learning Materials Development Plan
Special Projects Branch
Ministry of Education
Queen's Park
Mowat Block
Toronto, Ontario
M7A 1L2
Tel: (416) 965-9178

There is no official application form. Applications should be submitted on standard size paper – 8½" by 11" or metric A4. No addi-

tional cover or binding should be used.

The first page of the application should include the following information:

- a short descriptive title of the proposed project;
- the mode under which the application is being submitted;
- the name of the company, organization, or individual making the application;
- the name, address, and telephone number of the official of the company or organization who should be contacted, or the address and telephone number of the individual concerned (under Mode 3);

- the signature of an authorized official of the company or organization or of the individual(s) concerned (under Mode 3);
- a statement of both the total budget for the project and the amount of funding requested from the Ministry;
- the anticipated completion date of the project.

Projects should be completed within a period of two years.

The rest of the application should include the following information:

- a one-page summary of the scope of the project, including a statement of the need that is to be filled by the project;

- a detailed plan for the project, including a time schedule and the procedures to be followed;
- a description of plans for the field-testing of prototypes of the learning materials to be developed;
- the qualifications and experience of the personnel who will be significantly involved in the project;
- a complete breakdown of the budget for the project, including an indication of the extent to

which Ministry funding is considered necessary. (For further details, see the subsection entitled "Financial Considerations" under the relevant mode.) *Applicants should indicate whether they have received funds from, or made application to, other sources;*

- a storyboard, a script, or a full and detailed synopsis where the application proposes the production of a film;
- a proposed table of contents

- and, where appropriate, a sample chapter, where the application proposes the development/production of a book;
- two copies of the original version where the application proposes the adaptation/translation of existing materials. In these cases, it is expected that adaptation will be made where necessary and that the proposal will identify the areas of major adaptation;
- any other material that the applicant considers relevant.

Other Procedures

All applications for funding will be considered on a competitive basis by an independent advisory committee, which will determine the criteria for the adjudication of all applications. The committee will recommend to the Minister the projects that should receive support from the funds available.

Once a project has been accepted for funding, an agreement will be

drawn up between the Minister of Education and the applicant that will specify the commitments of each party. An agreement made with a commercial firm or non-profit organization must identify at least one official from that body who will act as a representative for the conduct of the work specified in the agreement. One Ministry official will also be associated with each project until its completion. How-

ever, no acknowledgement is to be made in the learning materials of the Ministry of Education, of its officials, or of the plan.

The Ministry of Education may request that those who receive funding through the plan submit an audited statement and other appropriate information detailing the use of any funds received.